

**Medicaid**  
Quit Line Data Summary  
April 1 - June 30, 2004

	<b>Medicaid</b>	<b>State</b>
<b>Number of Calls to Quit Line</b>	<b>N = 723</b>	<b>N = 2,932</b>
<b>Percent of Statewide Calls</b>	38.6%	100.0%
<b>Percent of State Population in County<sup>1</sup></b>	NA	100.0%
	<b>Medicaid %</b>	<b>State %</b>
<b>Gender</b>	<b>N = 717</b>	<b>N = 2,604</b>
Female	67.2%	62.4%
Male	32.8%	37.6%
<b>Race/Ethnicity</b>	<b>N = 669</b>	<b>N = 2,203</b>
People of Color	13.0%	12.2%
White	87.0%	87.8%
<b>Age</b>	<b>N = 721</b>	<b>N = 2,425</b>
Less than 18 years old	0.4%	1.8%
18 - 24 years old	11.8%	14.6%
25 - 34 years old	18.9%	22.7%
35 - 44 years old	28.3%	27.4%
45 years and older	40.6%	33.5%
<b>Education</b>	<b>N = 710</b>	<b>N = 2,312</b>
Did not graduate high school	26.3%	20.6%
High school graduate	36.6%	35.9%
Some college/vocational school	31.0%	33.6%
College graduate	6.1%	9.9%
<b>Caller Type</b>	<b>N = 721</b>	<b>N = 2,700</b>
General Information	0.4%	9.5%
Health care provider	0.0%	4.9%
Tobacco user	99.6%	85.6%
<b>Payer Type</b>	<b>N = 723</b>	<b>N = 1,873</b>
Medicaid	100.0%	38.6%
<b>Heard About</b>	<b>N = 643</b>	<b>N = 2,176</b>
Past caller	17.6%	15.2%
Employer/worksites	0.3%	0.9%
Health care provider	37.0%	31.3%
Television	6.2%	11.0%
Outdoor advertisement (billboard/bus/wall)	1.1%	1.8%
Targeted mailing	0.3%	0.3%
Great Start	0.0%	0.1%
Radio	0.3%	1.5%
Newspaper/Magazine	0.3%	0.4%
Brochure/Newsletter	5.6%	6.1%
Family or friend	25.0%	23.9%
Health Department	5.4%	6.3%
School	0.8%	1.3%